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CITE^{EXTENSION}



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July 1990 (Issue 2)

One
Year
Old

ALMOST It's Our Birthday—and We ↑ Missed It!

Janet Poley, Managing Editor

The first July edition of *CITE^{EXTENSION}* marked its first birthday—and we didn't realize it until after we had gone for printing. However, since it's still July, we don't consider it completely missed! Here are some milestones in our first year of publication.

- We've featured and introduced you to all but five members of our CIT staff.
- Circulation has increased from approximately 150 to nearly 400 recipients.
- *CITE^{EXTENSION}* reported and reached, in many ways, mainland and island victims of Hurricane Hugo and Extension staff affected by California's Bay area earthquake (October 1989).
- Staff have sent out approximately 100 pieces of information from "CiteClips" and "Write to Read."
- *CITE^{EXTENSION}* shared our staff experiences in developing teamwork—and introduced Extension communicators and educators to Meerkats.
- *CITE^{EXTENSION}* publicized 53 Extension communication media products—from fledgling newsletters to video conferences to the latest reference materials.
- *CITE^{EXTENSION}* earned good marks in the critique that was part of the University of Missouri's videoconference, *How To Do A Newsletter That Gets Read*.

The *CITE^{EXTENSION}* publication staff wants to take this opportunity to thank all of you who have made contributions, supported our efforts, and given us enthusiastic feedback.

ACE

Meeting—Thriving in the 90's

Cathy Selberg

A record number of communicators attended the 1990 National ACE meeting, "Thriving in the 90's," held July 14-18, in St. Paul, MN. In addition to excellent sessions presented by outside speakers, participants learned from the organization's top communicators as they presented research papers and were treated to a poster session where they met creators of award-winning communications and technology products. In this and the upcoming August's first *CITE^{EXTENSION}* issue are articles covering some specific sessions during the information-packed 5-day conference.

Choosing the Media for Your Message

One session, presented by **Cliff Scherer** and **Paul Yarbrough**, Cornell University Department of Communication, featured "Making Rational Media Choices." Scherer and Yarbrough shared information from national studies and from their work at Cornell on how to choose the best media form for the message.

Delivery System Needed for Educational/Instructional Videos

Scherer and Yarbrough gave some statistics on home video cassette recorders (VCR's).

- VCR's are now found in 70 percent of American homes.

- Three factors determine VCR ownership: age, family income level, and the presence of children in the home.
- Families with a yearly family income of less than \$20,000 and persons aged over 65 comprise the lowest VCR ownership group. This leaves 80 percent of VCR owners in the over-\$20,000-under-65-years-old category.

VCR owners see the equipment's primary attraction as their being able to control what and when they watch. No more must busy schedules be adjusted to allow for viewing a favorite or special program. But even with the attraction of greater freedom offered by VCR programming, owners

record an average of only five programs each month.

Movies At Home Rank Second

The second most popular use of the home VCR is to play rental tapes. Families with children at home look upon VCR's as an important addition to their quest for ways to entertain the kids. Fewer than 1 percent of rental tapes for home viewing are "how-to" or other types of educational videos. Scherer points to the fact that there is no well-developed system to distribute educational/instructional videos.

For information on the Cornell media studies, contact Cliff at 607-255-2602; or Paul, at 607-255-2605.

M

Meet CIT

Tom Willis, a native of Washington, DC, joined the ES-USDA Communication, Information, and Technology staff a year ago as a Public Affairs Specialist. He develops educational communication projects and training materials. He also assists with producing audiovisual materials and programs.

Private Sector's Loss

Tom came to USDA from the private sector, where he worked 8 years for Arbitron Ratings, a company that conducts national audience measurement surveys. There he used his background in communications and education as a Field Staff Manager and Project Coordinator.

What's Remarkable?

The background in the preceding paragraphs is informational, but not remarkable, as the world views things...yet Tom Willis is a remarkable young man. He was born without arms during the period when Thalidomide was making worldwide news; but Tom's birth defect was, as he puts it, "The luck of the draw"...not Thalidomide. He spent his early childhood learning to use a prothesis. In fact, he was one of the first recipients of an electronic elbow/hook prothesis in the Nation. Had it not been for back surgery that put him in a full body cast for 6 months and a full body brace for 6 years, he would probably still be using the device.

But Tom used his toes to supplement his electronic helper, and soon found that there wasn't much he could do with this technological limb that he couldn't do with his toes. So he turned it in so that someone else, less nimble, might benefit from it.

Hard To Think "Handicapped"

Tom's colleagues in CIT, friends, wife, and daughter, find it difficult to connect the term "handicapped" with this self-sufficient, capable person. Away from the office, Tom is an active member of his community, serving on the Board of Directors of his suburban Maryland community homeowners' association, and is the editor of the community newsletter.



When not being a CIT'er, he enjoys fishing, bowling, or brushing up on his considerable skill as an amateur photographer. But his favorite way to pass every day is with humor. As Tom says, "life without humor is like a joke without a punchline!"

C

OMPUTIPS

Need to Map? Software Can Help

The Tennessee Department of Health and Environment is using a low-cost desktop mapping program to help state agencies comply with new laws designed to improve health services and education throughout the state, reports the June issue of *Government Technology*.

The maps, created with Atlas Mapmaker 4.0 on an Apple 2E, are being used to show areas of need and pinpoint remedial action having to do with such problems as teenage pregnancy, cancer control, and

extending health services into rural areas—the state's poorest areas.

Software for Many Computer Environments

If you do not have Apple computers, Strategic Mapping representative **Craig Silverman** tells us that there are other versions of the Atlas Mapmaker, including many tailored to the IBM-PC environment. Many government agencies, including USDA, are using the mapmaking software for a wide range of mapping activities, from tracking Lyme disease to forest fires.

Mapping Has Many Extension Uses

Mapping has a great range of possibilities for Extension use. For instance, if your state's health agencies are mapping health concerns, Extension may network with them to find out the greatest areas of need for educational efforts. If Extension computer technicians use the software themselves, they can help program staff map need for education in social issues falling under family or youth programs. They can also provide topographical mapping for tracking the greatest

Water Quality needs in a county, state, or the Nation. Waste Management contacts could map state environmental hazards, land fill activity, or existing and potential sites for recycling receptacles in a community.

To find out more about Atlas Mapmaker, contact **Craig Silverman** at 408-985-7400. He will be happy to discuss your software needs, and will provide you with free demonstration diskettes. You may also obtain printed information by writing to Craig's attention to Strategic Mapping, Inc., 4030 Moorpark Ave., Suite 250, San Jose, CA 95117.

Write to Read

The July 30 issue of *Insight* magazine contains five graphic articles dealing with kids and crime. Communicators dealing with Youth at Risk programs will find these articles give what the magazine's title promises—insight into youth problem areas. Subjects covered are the juvenile justice system ("Kids and Crime"); the nonchalant attitude of many youngsters about juvenile courts ("Unrepentant"); the difficulty of getting youngsters into help programs ("Who Gets

Help?"); victims of abuse who commit crimes ("Victims of Abuse"); and a close look at the life and crimes of a 13-year-old ("Reginald's Life").

Photocopying must be cleared with the Copyright Clearance Center, 21 Congress St., Salem, MA 01970. A prepaid flat fee of \$1.50 is charged for each copy of each article. Back issues cost \$3.00 each. To order, write *Insight*, 3600 New York Avenue, NE., Washington, DC 20002.

Problem-Solving Tips From USDA'S Employee Counseling Service Program

The following problem-solving guidelines were developed by **Robert Steinberg** and **Richard Wagner** from their observation of successful business managers, and were passed on to USDA employees via the Employee Counseling Service Program's newsletter. The guidelines originally appeared in

Steinberg's book, *The Triarchic Mind*.

- Take a second look at first impressions.
- Seek to understand things from other points of view.
- Follow through on your commitments.
- Know when to let people off the hook.

- Learn from your mistakes and those of others.
- Use humor to defuse difficult situations.
- Know when to admit your mistakes.
- Know when to wait, and when not to wait.
- Accept criticism non-defensively.
- Know whom you can and whom you cannot trust.

- Know when and how to criticize.
- Know what people expect of you.
- Know when to give up, and when not to give up.
- Find ways of getting around your weaknesses, such as delegating.
- Let others save face.

Solving Rural Elderly Needs

The 1990 National Conference on Rural Elderly will be held October 21-24 in Kansas City, MO. This year's theme is "Challenges and Solutions: Aging in Rural America."

Sponsored by more than 25 national, regional, and state organizations and agencies, the conference will feature 40 solutions-oriented workshops. Communicators working with state programs for the

aging and elderly may wish to attend. Brochures with registration information and form may be obtained from the Mid-America Congress on Aging, 9400 State Avenue,

Room 110, Kansas City, KS 66112; telephone: 913-596-9234; FAX: 913-334-0418.

Extension's Electronic Library Featured in National Magazine

Extension's new electronic "National Reference Library" is featured in this month's issue of *CD-ROM EndUser Magazine*. The July 1990 issue

focuses on how CD-Rom is being used by agriculturalists across the Nation and internationally.

In addition to the Extension National CD-ROM Sampler, with its 50,000

pages of Extension and USDA publications, 16 other agricultural CD-ROMs are described.

Our Communication, Information, and Technology staff has a limited supply

of the magazine they are willing to share on a first-come-first-served basis. Call **Tom Tate** at 202-447-8155, or leave a message in his CES-NET mailbox (ES T.TATE).



PUBCITE

A tabloid produced by Cornell University's Farming Alternatives Program, *Ag Ventures* (Summer 1990), contains a wealth of information about alternative agriculture enterprises around New York State. It explores exotic alternatives such as deer farming—an already successful ag industry in New Zealand. There are also

"down home" items about produce co-ops; organic, sustainable farming; and a feature about a successful roadside farm market.

Telling It Like It Is

This comprehensively reported publication also covers some bases that are not always touched...namely, nonsuccess stories. There are many articles

about successful home-based and agricultural alternative businesses. But reporters tell not just about flourishing businesses. They also provide carefully balanced reporting on ventures that are (1) quite risky, (2) tried, but found to be not cost-effective, or (3) successful to the point that they became too demanding of time and energy to make

expansion worthwhile. Alternative Ag contacts can pick a hearty crop of excellent ideas, tips, and sound advice by reading this helpful collection. If you have not seen a copy, contact the **Cornell Farming Alternatives Program**, Warren Hall, Cornell University, Ithaca, NY 14853.

JOB

BANK

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